

WOOD LAWN PARK ESTATE,

TWICKENHAM, MIDDLESEX.



AERIAL VIEW.

**A Description of The Estate, The Houses.
and The Builders.**

Compiled and Published by

**NEW IDEAL HOMESTEADS LIMITED,
3 STATION YARD, TWICKENHAM, MIDDLESEX.**

Telephone: Popesgrove 3066

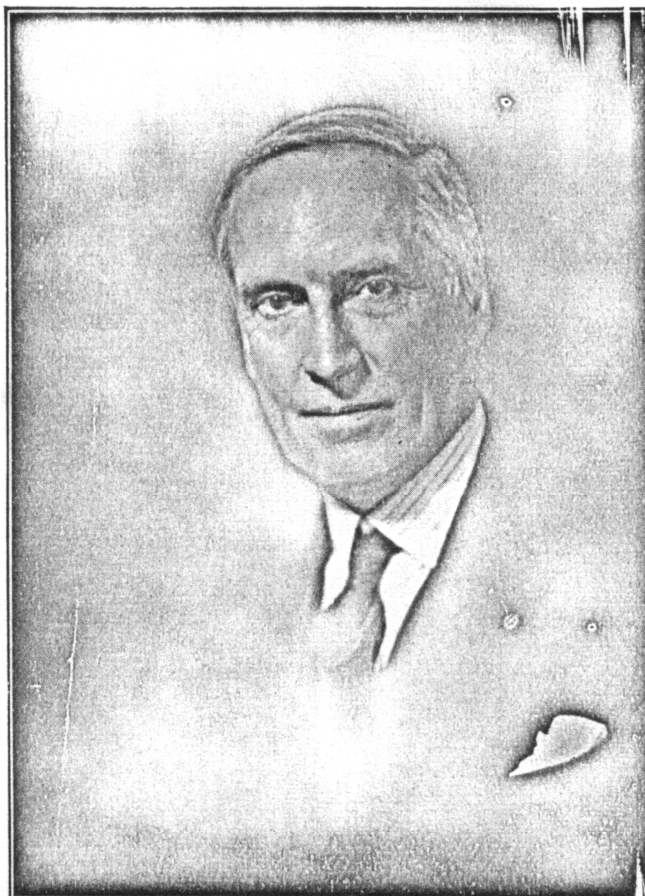
(Scanned from photocopy made of Lyndhurst
Avenue, Twickenham prospectus c. 1934)

NEW IDEAL HOMESTEADS, LTD.

Joint Managing Directors.



L. H. P. MEYER.



P. E. SHEPHARD.

Ideal House,
Carlton Road,
Erith, Kent.

Our success as the largest firm of house builders in Great Britain we claim to be due to our definite policy of providing the best value and workmanship. Fifty per cent. of our sales are directly traceable to recommendation by satisfied purchasers.

It is our constant aim to give complete satisfaction.

(Signed) Philip Shephard.

L. H. P. Meyer.

Joint Managing Directors.

WOOD LAWN PARK ESTATE, TWICKENHAM.

IN the choice of this Estate, New Ideal Homesteads Limited, who undertake estate development with the widest possible outlook, have had regard to all the factors essential to forming a truly Ideal Estate. It comprises 200 acres of beautiful unspoiled country and it is intended that this charming countryside shall permanently maintain its rural character and not suffer disfigurement in any way. In accordance with modern Town Planning principles, a generous space of 30 acres of woodland is being retained as permanent open space for public enjoyment, and this feature will form a natural Park within the Estate itself. For salubrity of position, efficient public services and shopping facilities, easy access to London, and the surrounding districts, adequate educational resources, dry and bracing atmosphere, Twickenham is unquestionably the best district in which to settle down in an 'Ideal Home.' There is a wealth of other aspects of the Wood Lawn Park Estate which offer every inducement to serious consideration for those desiring to reside in a place offering ideal amenities. Few localities could be more desirable from a residential point of view. It certainly combines the advantages of London and the country. The City or West End is 20 minutes' journey by train from Twickenham, Whitton or Hounslow. Either of these places is easy of access from the Estate as the inset plan will show. Twickenham is at the circumference of the greater belt of London and the subsoil is entirely gravel.

No effort is being spared in the layout of this Estate, the roads have been planned with utmost care and foresight with grass verges retained on either side, and advanced Town Planning schemes have been adopted to avoid any crowding effect and to preserve generally the amenities of the Estate.

FREE CONVEYANCE.

At Twickenham and Hounslow East Stations, our cars are waiting to take you to the Estate, free of cost and without obligation. These are available every day, including weekends, from 10.30 a.m. to 8 p.m. and we invite you to take full advantage of this facility. If our representatives are not free to personally conduct you round, you are at liberty to make a thorough inspection from every point of view. Any points you are not clear



TWICKENHAM GREEN.

about, or any explanation will be gladly given by our representatives whom we are confident you will find courteous and anxious to help you in every possible way.

A complete plan of the layout of the Estate may be seen at the Estate Office, clearly indicating the houses and sites already sold and those available for your consideration.

TO REACH THE ESTATE.

Wood Lawn Park Estate is serviced by two Railway Systems.

Southern Electric Railway and District Underground.

The Wood Lawn Park Estate is exceptionally well served by railway and 'bus facilities, as Twickenham, Whitton and Hounslow Southern Electric Stations are within easy reach, and from these there are fast and frequent services direct to Waterloo.

In addition, the 105 'bus route passes the Estate, and connects with the latter and also Hounslow East Underground Station, where fast trains run every few minutes to London and the West End. The 'bus routes 90 and 90B are only a few minutes' walk from the Estate, and these bring Richmond within easy reach where there are many other services available.

Twickenham is situated on several excellent 'bus routes to London and outlying beauty spots, of which there are many. Richmond, famous for its terrace view overlooking the river, Hampton Court and Windsor Castle, Kew Gardens and a host of other places of interest all within easy reach.



KING STREET, TWICKENHAM.

RECREATION GROUNDS AND PUBLIC PARKS.

Twickenham Green, a grassy expanse of many acres fringed with shady trees, originally formed part of the famous Hounslow Heath.

Marble Hill, an extensive domain of some seventy-two acres, with its wonderful park, shady lawns and riverside walks, with every facility for outdoor sport, is also public property whilst the pleasure grounds of Radnor House which were secured by the Council in 1904, are open to the public.

Pope's Villa, in Cross Keep, was often the scene of many gatherings of literaries—such men as Gay, Thomson, Voltaire, Hooke, Bolingbroke and Lyttleton. In 1725-6, before the publication of Gulliver's Travels, Dean Swift whose famous work is known to every boy and girl in the country, spent a considerable time with Pope. John Gay, the author of the Beggar's Opera, resided at Marble Hill, the grounds of this beautiful residence were designed by Pope. It is said that Pope lost his heart to Lady Mary Wortley Montague who came to live at Twickenham, taking a house in Heath Road.

It was Lady Mary who first brought about the inoculation against small pox, which method she had seen practised in Russia. This was about the year 1718.

York House.—Once the country house of the Duke of York who afterwards became King James II. Here also Queen Ann and her sister Queen Mary spent part of their earlier years in the quiet retreat of this beautiful mansion which still stands to-day, unspoiled, a link with the centuries that have passed, but enriched with many memories and historical associations. The grounds are particularly attractive sloping down to the edge of the Thames, enriched with statuary, rose walks and other

features of interest and beauty. The public have access to these grounds which cover some five or six acres, including hard tennis courts. There are two Halls available for hiring in the house, seating 140 and 400 people respectively.

Orleans House.—The riverside portion of the estate was recently acquired by the corporation and laid out to form a public garden and recreation ground—most of the trees on the remainder of the estate have been preserved.

RIVERSIDE ATTRACTIONS.

One cannot adequately describe the beauties of the lower reaches of the Thames, but at this particular point it surrounds Twickenham in horse shoe formation and for scenic beauty is unrivalled. Eel Pie Island—famous for over 200 years as a pleasure resort, is well known to the angler, and is also the home of the Twickenham Rowing Club which has its headquarters there. This Club is always represented at Henley Regatta.

Kneller Hall and Gardens.—The house was built in 1709 by Sir Godfrey Kneller who was state Painter of Charles II also George I. The Royal Military School of Music have made the Hall their headquarters and during the summer months concerts are given in the grounds, and without doubt some of the finest military music in the kingdom can be heard at these performances.

SPORT AND RECREATION.

The Twickenham Yacht Club has its headquarters at the boathouse attached to York House.

Golf. There are two excellent courses—Strawberry Hill and Fulwell with other famous courses within easy reach.

Rugby, Association Football and Cricket. These sports are well represented in the district, the Rugby Union's ground being in Whitton Road and it is here that all the International Matches are played.

Bowls. There are excellent bowling greens and tennis courts in the district open to members of the general public.

The Public Library. The Public Library, the gift of Mr. Andrew Carnegie, is in Garfield Road, where books both educational and fiction can be obtained without charge.

Cinemas. The Luxor and Twickenham Cinemas where the latest releases are secured for the benefit of the Twickenham inhabitants.

Clubs and Societies. Twickenham Chess Club, Literary and Scientific Societies, Twickenham Musical Society and the Rotary Club.

EDUCATIONAL.

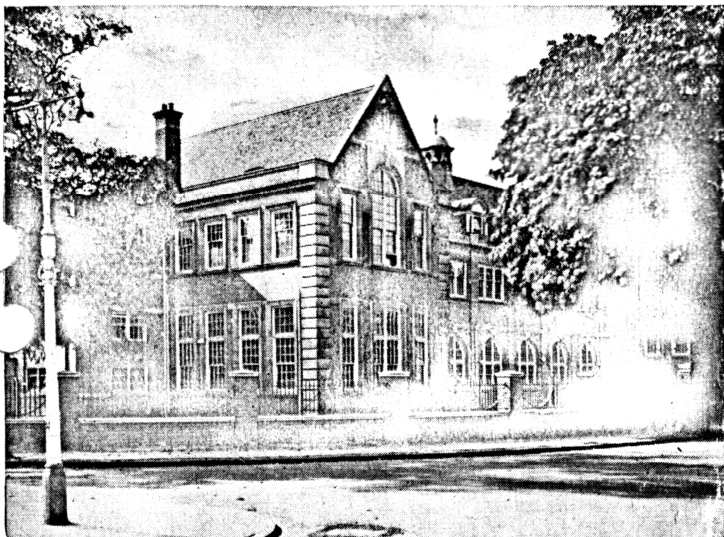
Numerous elementary schools are distributed over the district which accommodates some 4,000 children, and the Middlesex County Council have under their administration in Clifden Road, Twickenham, a very fine secondary school for girls, which provides for 400 pupils and includes in addition to the usual class rooms—chemical and physical laboratories, art and domestic rooms. Technical Classes are held at the Clifden Road School, where a well-developed scheme of evening classes is conducted. A playing field of five acres adjoins.

Secondary Boys' School, Fifth Cross Road. This School standing in extensive grounds replete with all modern equipment, has been named "The Thames Valley County School" and all educational facilities are available.

Convent School. Roman Catholic, is in Cross Deep, accommodates both boarders and day pupils.

Whitton's New Elementary School, within easy reach of the Estate, has recently been erected in Nelson Road, and it is understood that provisional details for the re-organisation of the elementary schools in the Borough on the modern system of 'senior' and 'junior' departments have been determined, and it is hoped that the scheme will shortly be introduced.

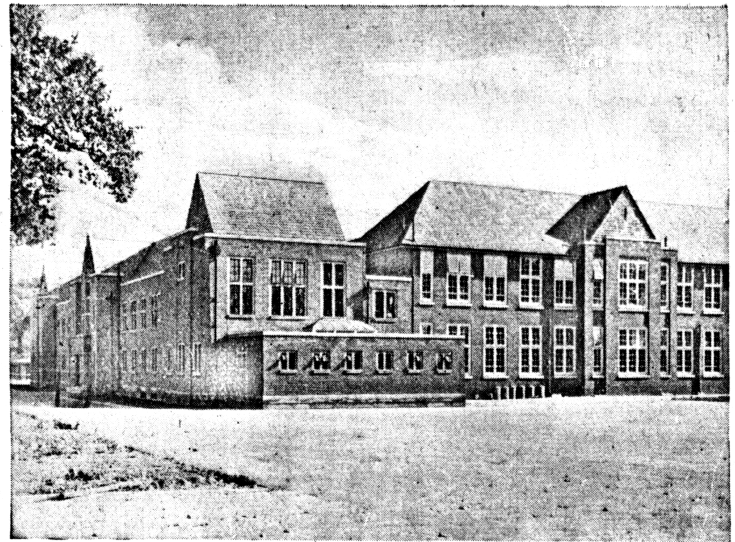
Feltham Elementary School. Within easy reach of the Estate with departments for both boys and girls.



CLIFDEN ROAD GIRLS' SECONDARY SCHOOL.

CHURCHES IN THE DISTRICT.

The parish Church of St. Mary is full of historical interest. An interesting brass plate affixed to the south wall and dated 1443 is to the memory of Richard Buxton, 'chief cook to the King.' The only portion of the original building now remaining is the Tower, built by William



SECONDARY SCHOOL FOR BOYS AND GIRLS,
FIFTH CROSS ROAD.

of Wykeham in the 14th Century, who also created much of Windsor Castle. There is a monument to Pope who was buried here.

Other Places of Worship. Holy Trinity—Twickenham Green.

St. Stephens—East Twickenham.

The Roman Catholic Church—Pope's Grove.

Congregational Church—Twickenham Green.

Baptist Church—Twickenham Green.

Wesleyan Church—Queens Road.

All Saints'—Campbell Road.

St. Catherine's Church—Feltham.

SS. Philip and James—Whitton.

St. Martin—Whitton Road.

SHOPPING.

During recent years, the town of Twickenham has been extensively modernised and King Street recently widened with large modern shops erected mostly occupied by multiple firms, makes an excellent shopping centre catering for every need. Hounslow 10 minutes by 'bus from the estate, provides another large and interesting shopping area.

RATES.

The rates are 10/4 in the £.

GAS SUPPLY.

Gas is supplied by the Gas Light and Coke Co., at 8.9d. per therm which is equal to 3/9 per thousand cubic feet.

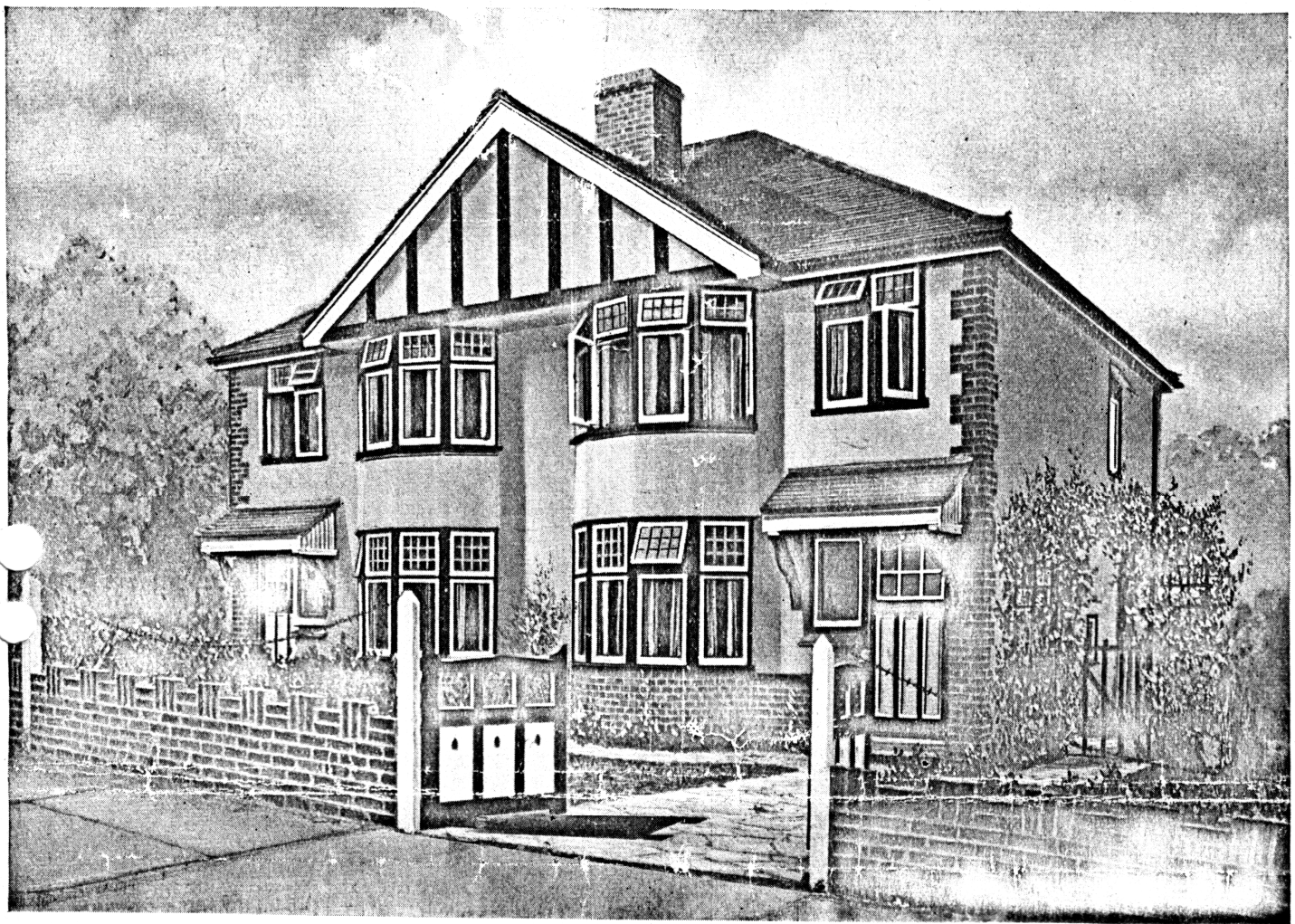
WATER.

An excellent supply at full pressure is supplied by the Metropolitan Water Board.

ELECTRICITY.

The London and Home Counties Electricity Co. supply current at 3/4d. per unit plus an annual charge based upon the assessment of the house. During the summer months a charge of 1/2d. per unit only is made.

Type "K" £595 Freehold 15/- Weekly



ENTRANCE HALL AND STAIRCASE.

5 ft. 0 in. x 10 ft. 0 in.

This type, unlike those described in preceding pages, has the entrance at the front of the house, the front door being shielded by an attractively designed tiled canopy supported by artistic brackets. A window at the side of the door gives ample light to the Hall, and is glazed with Arctic Glass. The Hall itself is spacious and imposing, giving access to Drawing Room, Dining Room, Kitchen and Staircase. A cupboard is provided under the Staircase to accommodate gas and electric meters. The electric lighting points in Hall and Landing are controlled by two-way switches from both upstairs and down. A chair rail is fixed around Hall and up the staircase, and lincrusta paper is provided from the skirting to this rail.

DRAWING ROOM. 12 ft. 3 in. x 9 ft. 10½ in.

A feature of this room is the large circular bay window which adds considerably to the size of the room. The modern well-type fireplace has an attractive tiled surround and mahogany mantel. Purchasers may choose mottled or plain tiles in any colour from a wide selection given. A central electric lighting point is governed by a flush type switch against the door, and gas and electric power points are provided against the fireplace.

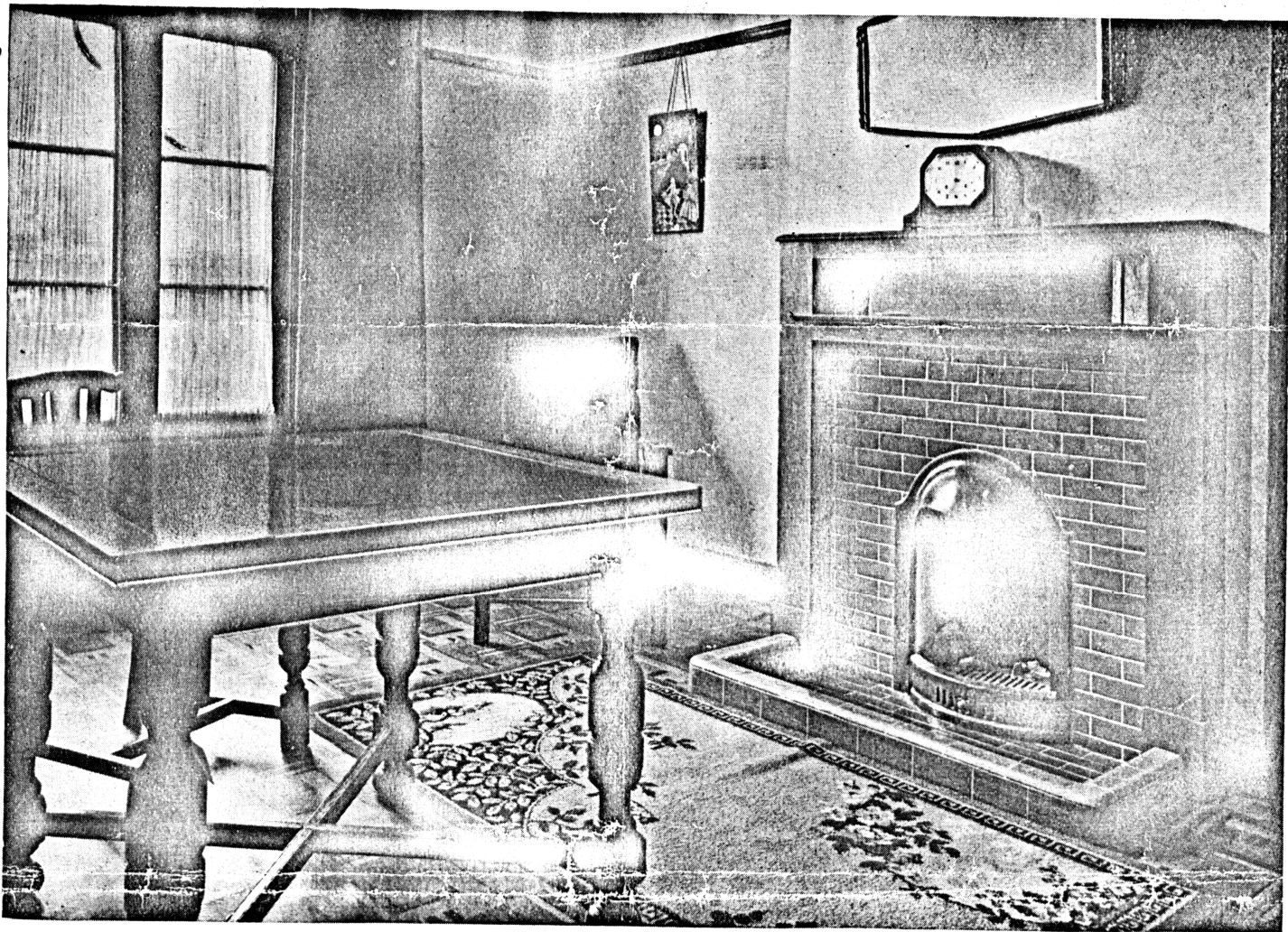
DINING ROOM. 15 ft. 3 in. x 9 ft. 10½ in.

This room has been designed as the family Living Room, a most important feature of every house. In size ample room is provided for Dining Room furniture and those extra pieces such as a desk and sewing machine which are often difficult to place. The tile surround to fireplace is a pleasant brown colour, and at the back of the fireplace a boiler is fixed which provides constant hot water for the bath, lavatory basin and sink. This type of water heating dispenses with the expense of maintaining a separate fire for this purpose during the winter when a fire would normally be kept up in the Living Room. The Mantel surround is of oak. French casement doors give access to the garden and windows are provided at each side and fanlights over. A central electric lighting point is provided and gas and electric power points are fixed at the fireplace.

KITCHENETTE. 11 ft. 6 in. x 5 ft. 0 in.

Walls are tiled to dado height, with best quality white glazed tiles, finished with black and white ornamental strip and black capping. The sink is white porcelain, deep and adequate in size with hot and cold water supplies from easy-clean taps. A large detachable draining board is fixed at the side of the sink. Two gas

The "K" Type House £595 Freehold



THE DINING ROOM.

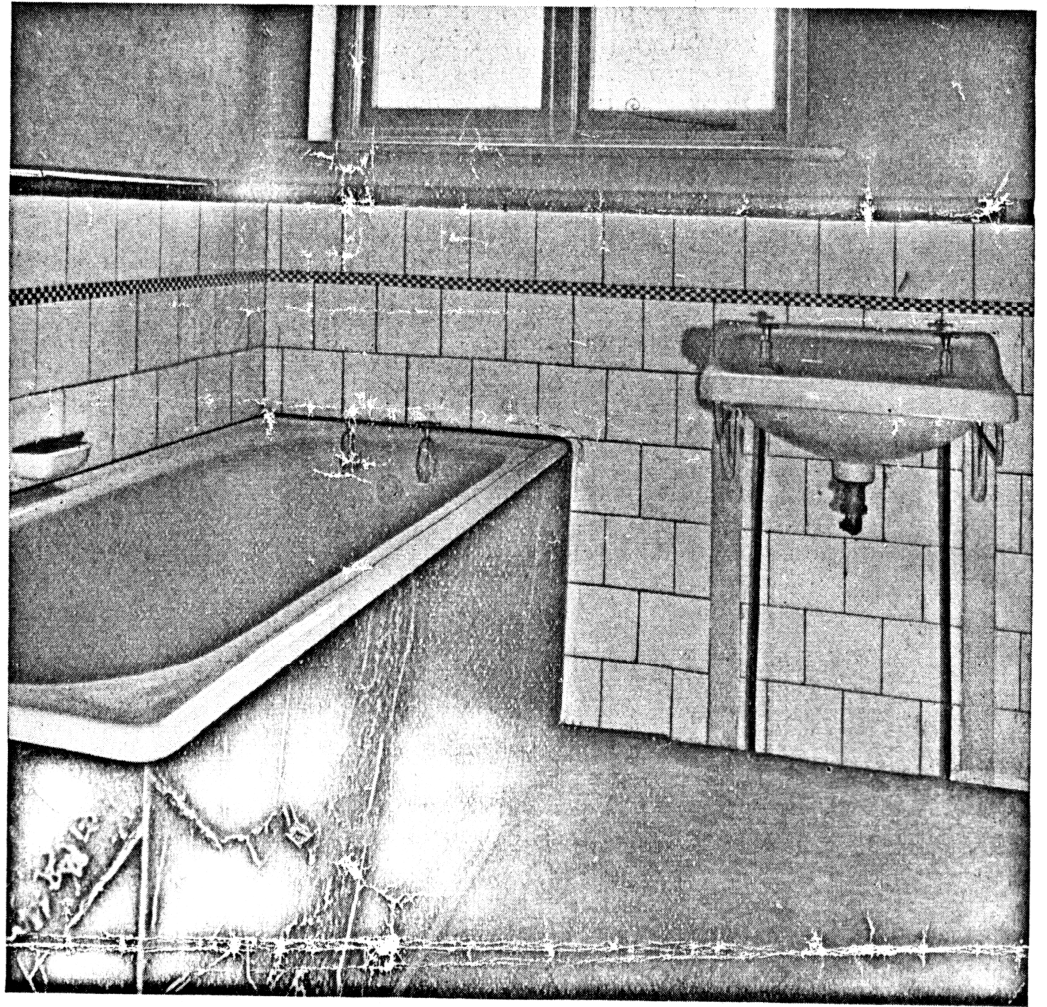


BEDROOM No. 1.

The "K" Type House £595 Freehold

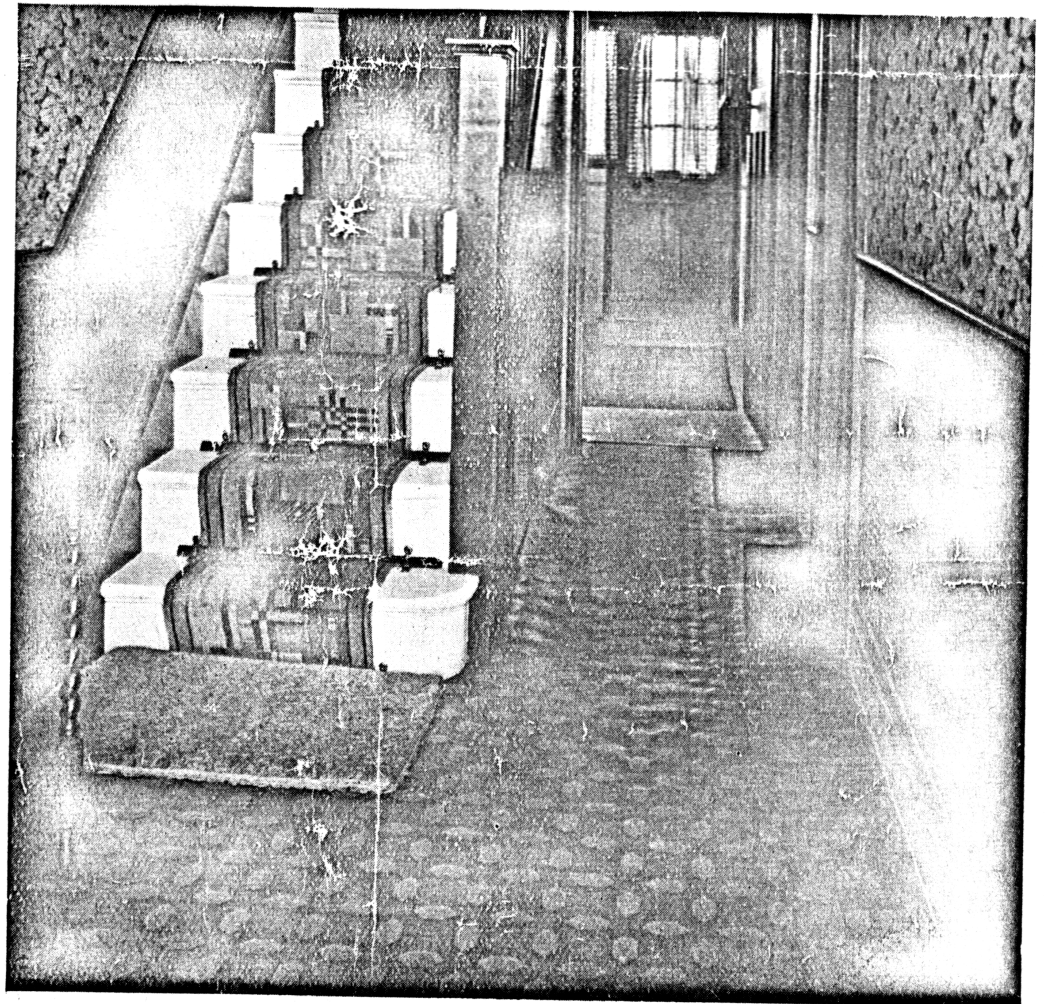
THE BATHROOM

with square marble bath
and black and white tiles.



THE HALL

with ample space and
excellent lighting.



The "K" Type House £595 Freehold

points are provided for gas cooker and copper. In addition to the large larder, the latest pattern kitchenette cabinet, with glazed doors, is provided. Ample light is given by the casement window and the outside door is glazed in the upper panel.

BEDROOM No. 1. 13 ft. 6 in. x 9 ft. 6 in.

This is a charmingly restful room, with circular bay window similar to the Drawing Room. The tiled fireplace can be used for coal or gas, a gas point being provided. One is not tied to a set arrangement of the furniture, as the room lends itself to varied artistic treatment.

BEDROOM No. 2. 13 ft. 0 in. x 9 ft. 6 in.

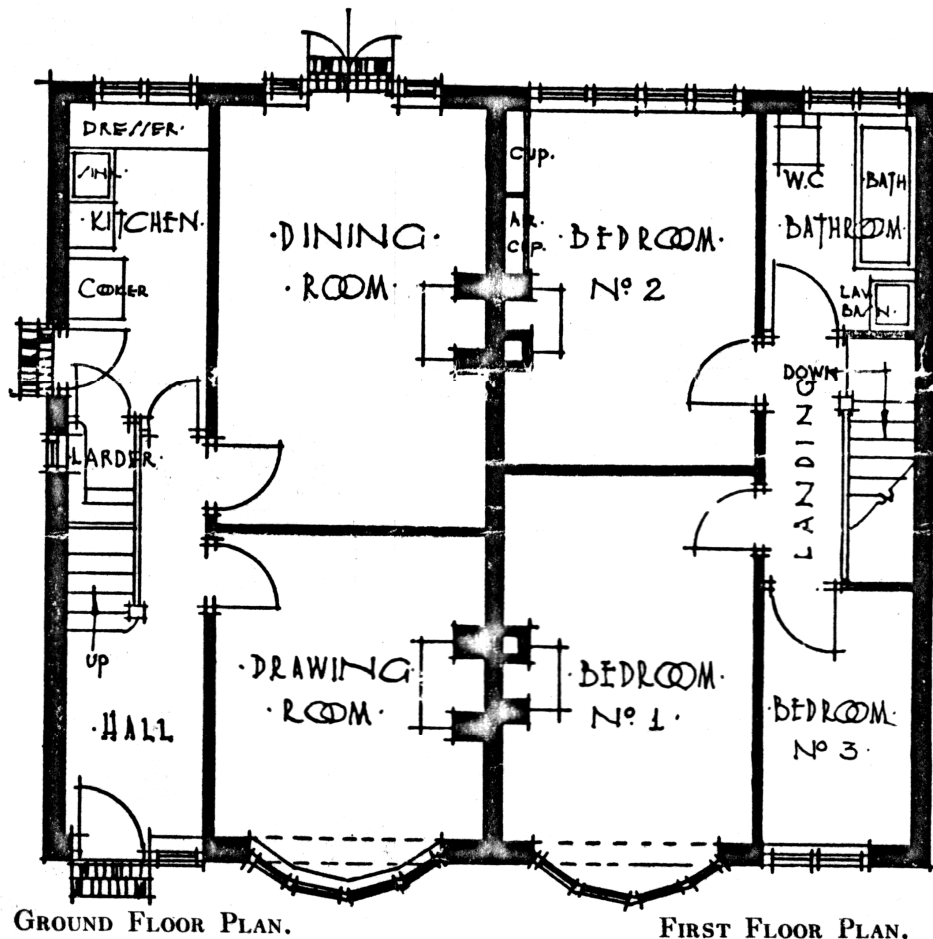
A large four-light window overlooks the garden from this room. Special features are the centrally heated linen cupboard and large wardrobe cupboard which are situated between the fireplace and the window.

BEDROOM No. 3. 8 ft. 6 in. x 5 ft. 6 in.

This room completes the bedroom accommodation, and makes an excellent guest room. Gas and electric power points are provided. Mention should be made here that this house can be adapted where two large bedrooms are required, by combining the first and third bedrooms. These two rooms then form a main bedroom, size 15 ft. 6 in. x 13 ft. 6 in., the size for a bedroom which is rarely found in houses priced at less than £1,000.

BATHROOM. 7 ft. 10 in. x 5 ft. 6 in.

All walls are tiled to dado height, with best quality white glazed tiles, finished with ornamental black and white strip tiling, and capping. Bath is white porcelain enamel, square end pattern enclosed at sides with attractive panels. The bath and large lavatory basin both have hot and cold water supplies, with easy clean taps and fittings. All white W.C. designed on latest hygienic lines.



GROUND FLOOR PLAN.

FIRST FLOOR PLAN.

ACCOMMODATION.

Entrance Hall and Staircase:

5ft. 0in. x 10ft. 0in.
Drawing Room: 12ft. 3in. x 9ft. 10½in.
Dining Room: 15ft. 3in. x 9ft. 10½in.
Kitchenette: 11ft. 6in. x 5ft. 0in.

Bedroom No. 1: 13ft. 6in. x 9ft. 6in.
Bedroom No. 2: 13ft. x 9ft. 6in.
Bedroom No. 3: 8ft. 6in. x 5ft. 6in.
Bathroom - 7ft. 10in. x 5ft. 6in.

PURCHASE TERMS

LOW REPAYMENT SCALE.

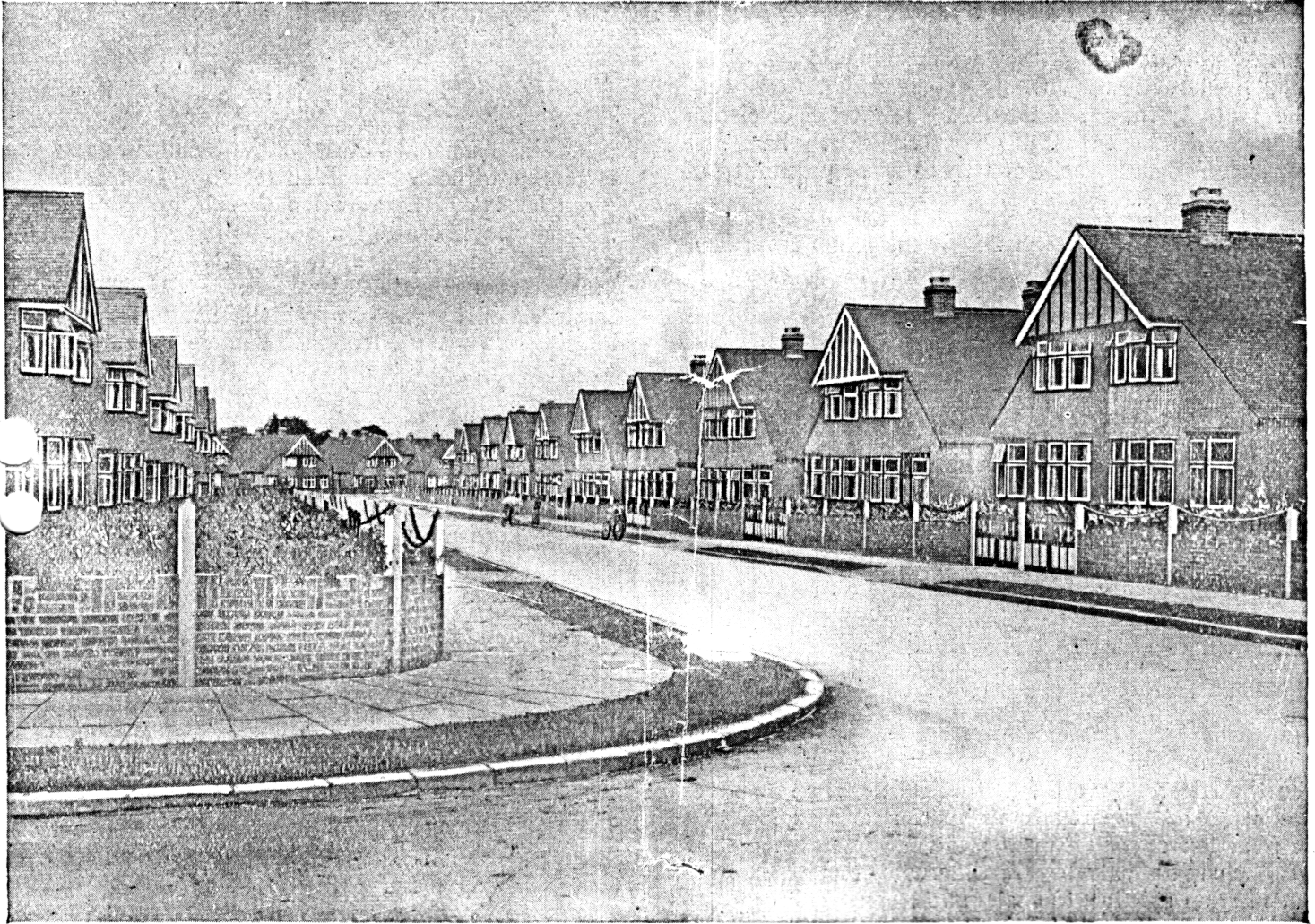
Initial Deposit	...	£10	0s.	0d.
Payment on actual possession	...	£50	0s.	0d.
Mortgage on Balance of	...	£535	0s.	0d.
Repayments Weekly	...	15s.	0d.	

LOW CASH OUTLAY SCALE.

Initial Deposit	...	£10	0s.	0d.
Payment on actual possession	...	£15	12s.	0d.
Mortgage on Balance of	...	£569	8s.	0d.
Repayments Weekly	...	18s.	3d.	

General Specification

Applicable to all Types



“A” TYPE HOUSES ERECTED ON AN ESTATE.

All houses on the Estate are built to the following specification:—

FOUNDATIONS.

External walls have a concrete foundation not less than 9 ins. thick, spread and levelled to receive brickwork, and to the necessary width required by the Local Authority. Under all floors at ground level a bed of concrete is laid and levelled. The concrete is composed of eight parts by measure of aggregate to one part of cement.

DRAINAGE.

The pipes for soil drains are salt glazed stoneware pipes with socketed joints. The drainage system is thoroughly tested and approved by the Local Authority before connection is made to the sewer.

BRICKWORK.

The bricks used are all of excellent quality and may be inspected on the Estate. Lime mortar is composed of one part of carbo lime and three parts of clean, sharp sand. Cement mortar is one part of cement to four parts of sand.

External walls are 9 ins. solid brickwork, rendered with two coats of cement mortar and finished with clean shingle, except where shown as faced brickwork.

Sleeper walls of 4½ in. brickwork support the ground floor joists.

ALL INTERIOR PARTITION WALLS ARE BRICK BUILT.

DAMP PROOF COURSE.

The damp course is lead-core bitumen, a product of advanced research, approved and specified by the London County Council.

ROOF TILING.

The roofs are covered with English hand-made sand-faced roofing tiles, laid to a 4 in. gauge on 1 in. by $\frac{3}{4}$ in. battens nailed to 4 in. by 2 in. rafters. Every 6th course of tiles is nailed with 2 in. stout nails.

The Roofing Tiles are guaranteed by the Manufacturers for a period of 50 years.

Ceilings are formed with plaster ceiling board. This method has practically entirely superseded plaster ceilings, combining the sound deadening properties of plaster with fire-proof qualities, and giving a perfectly hard surface which will not crack, and there is no possibility of the ceiling ever falling.

All rooms are 8ft. 0in. in height minimum from floor to ceiling and particular attention has been given to provide large windows for light and ventilation.

Wooden casement windows are supplied with transoms and opening fanlights. It will be found that the excellent proportions of the windows allows a variety of curtaining schemes and any method employed cannot help but make this most important feature of the room attractive and homely.

Internal doors are four panelled with oxidised bronze finger plates and handles. The front door is glazed in Arctic glass in the upper panel and has a Yale type latch with three keys and a barrel bolt. The back door is glazed in the top panel.

Moulded skirtings and architraves are fixed in every room.

Ceilings are attractively panelled and papered to match the friezes above the picture rails. The remainder of the walls are papered to the purchaser's choice. (A wide selection of wall papers is given. Borders are, of course, charged extra). A lincrusta paper dado is provided from skirting to chair rail in Hall, Staircase and Landing in the "A," "B," "C," "D," "K" and "KS" Types.

INTERNAL PAINTWORK is to choice throughout, except in the "L" types.

All sanitary fittings are in white porcelain and taps and other fittings in easy-clean heavy nickel plate. The water system throughout is run in copper tubing.

Electric wiring is completed with flush type wall switches in oxidised bronze finish, ceiling roses, flexes and lampholders. The new type ceiling switches with pull cords may be had as an alternative if desired at no extra cost. Power points are completed with plug holders and switches.

Fences are provided to all boundaries. Except in the "L" types at the front there is a dwarf brick wall with posts and chains, and entrance gate, and the rear boundary is fenced with close-boarded fencing 6ft. 0in. high with posts let into the ground and set in concrete. Side division fences are in chestnut paling strongly fixed criss-cross fashion. A length of 6ft. 0in. close boarded fencing is also provided to divide the two gardens immediately at the back of the house. Semi-detached houses have a car drive up to and along the whole length of the side of the house made up in hardcore and gravel well rolled in, with a path of similar materials along the back of the house. Immediately outside the back entrance door and French casement doors from Dining Room is a large area paved in cement concrete, ensuring dry access during bad weather. On many sites on the Estate there are fruit trees and the layout has been arranged so that these will be, as far as possible, in the back gardens of houses.

MAINTENANCE.

A special Department of Service to Purchasers exists to which written application should be made for attention to any matters which may arise relating to the construction of the house. The Company also undertakes for a period of six months to make good any faulty workmanship or construction or flaw which may develop during that time excepting of course, what is understood as "Fair Wear and Tear."

SERVICES.

All services are laid on and connected to each house and are ready for immediate use.

EVERY HOUSE HAS AMPLE ROOM FOR A GARAGE.

The "N.I.H." Organization

As Estate Developers of wide experience, New Ideal Homesteads Limited develop all the essentials to an estate and in this connection a Super Cinema and shops are to be erected to provide social life and still further shopping facilities. In this respect the Estate is exceptionally fortunate being situated close to Twickenham and Hounslow both of which are excellent shopping centres, but residents will usually find that local tradesmen are able to meet all their requirements.

Our Roads and Sewers Department construct all roads prior to the commencement of building operations and advanced methods and modern plant are employed thus ensuring a perfect road which will stand the test of time and relieve the purchaser, as a ratepayer, of any burden of expense.

We carry out our own excavation and laying of drains and sewers which are laid to conform with the Council's regulations under the supervision of their Surveyors.

Building is being carried out on a gigantic scale and it is this which enables us to offer such amazing value for money, as huge quantities of building materials are purchased and it is only by this that we obtain the keenest possible prices. The Company is entirely self-supporting

of outside organisations, thus keeping expenses at an absolute minimum. Few organisations can claim to have achieved such success as the New Ideal Homesteads Limited, for during the past 12 months over 6,000 houses have been sold, which proves that our houses are unquestionably the best value offered. We have built up our organisation purely by giving one hundred per cent. value to our purchasers and we are determined to maintain the high reputation we now hold as builders.

Departments exist for every conceivable branch of the business and purchasers are at liberty to consult these on any point upon which they may be doubtful. All Estate representatives are fully conversant with the main points of Mortgages and Conveyances and will readily offer assistance to purchasers in the completing of these which are ultimately lodged with our Legal Department, who undertake the handling of the whole of this business which obviates the expense of engaging an outside solicitor. Clients are perfectly at liberty to consult the Company's Solicitor on any legal point in connection with the purchase.

On visiting the Estate, you are invited to inspect our furnished Show Houses of all types.

TRAVEL FACILITIES.

Alternative Routes and Travel Rates.

DETAILS.	To WATERLOO			To CHARING CROSS		
	From			From		
	TWICKENHAM.	HOUNSLOW (S.R.)		HOUNSLOW EAST (Dist.)		
	£ s. d.	£ s. d.		£ s. d.		
Cheap Day Return	... 1 2	10		1 0		
Monthly Season	... 1 7 0	1 7 0		1 7 0		
Quarterly Season	... 3 14 6	3 15 0		3 15 0		
Workmen's Return	... 10½	9½		9		
Last Workmen's	... 7.34 a.m.	7.31 a.m.		7.30 a.m.		

From WHITTON			
To CITY (Bank).		To WATERLOO	
1st Class.	3rd Class.	1st Class.	3rd Class.
£ s. d.	£ s. d.	£ s. d.	£ s. d.
Cheap Day Return	... 1 6	11	2 0
Weekly Season	... 14 3	9 3	13 6
Monthly Season	... 2 11 0	1 13 0	2 8 6
Quarterly Season	... 6 16 9	4 6 3	6 7 6

FORRESTER AND PARTNERS

*Chartered Auctioneers and Estate Agents
Surveyors, Valuers and Land Agents*

J. N. Edgerley F.A.I.
D. Forrester F.A.I.

REGENT HOUSE
(OPPOSITE ODEON CINEMA)
60 KING STREET
TWICKENHAM

Telephone No.
01-892 8144/5

and at

BRIDGEWAY HOUSE, HIGH STREET, WHITTON
TELEPHONE NO. 01-894 6781/2

Estate Management

Valuations

Rents Collected

45, LYDHURST AVENUE, TWICKENHAM

JANUARY 1970

A MODERN SEMI-DETACHED HOUSE SITUATE IN AN EXCELLENT RESIDENTIAL AREA
AND HAVING UNUSUAL ACCOMMODATION. CENTRAL HEATING by Storage Radiators.

3 RECEPTION ROOMS, 2 BEDROOMS, BATHROOM/W.C.,
KITCHEN, GARDENS and GARAGE and CONSERVATORY

arranged as follows:

ENTRANCE HALL. With power points.

FRONT RECEPTION ROOM. 13' x 9'9 approx. with tiled fireplace,
power points, electric storage radiator.

REAR RECEPTION ROOM. 15' x 14'9 approx. with french windows, serving
hatch, electric storage radiator, power points.

KITCHEN. 11'6 x 5' approx. with many cupboards, sink unit,
power points.

MUSIC ROOM. Nearly 22' long, door to garden, power points,
storage radiator, large window seat.

CONSERVATORY.

BEDROOM 1. 15' x 12'9 approx. with power points, storage
radiator.

BEDROOM 2. 13' x 9'3 approx. with power points, storage radiator.
Cupboards.

BATHROOM. Pale blue suite of bath, basin and W.C.

SECLUDED REAR GARDEN overlooking Crane Park.

GARAGE approximately 15' x 7'2.

RATEABLE VALUE £108.

PRICE.....£6,900.....FREEHOLD.

SOME CONTENTS AVAILABLE FOR PURCHASE BY ARRANGEMENT.

VIEWING: - Afternoons 2 - 4. Evenings 8 - 9. NOT SATURDAYS.
Sundays between 3 - 4.

9" solid brick wall British pre-war house design

